

**WHAT IS CLAIMED IS:**

1. A method for adjusting a gloss for a print image,  
comprising: adjusting the gloss of a print image by adjusting the cooling of the  
5 print image.
2. The method according to Claim 1, wherein a toner used is  
heated prior to the cooling procedure from around 80°C to 140°C, but preferably  
from 110°C to 135°C.  
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3. The method according to Claim 1, wherein for an  
essentially constant gloss of a print image to occur, a cooling rate below a value  
which is dependent on a predetermined print material and a predetermined toner is  
chosen.  
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4. The method according to Claim 1, wherein for an increase  
of the gloss of a print image to occur, a cooling rate above a value, which is  
dependent on the print material and a predetermined toner is chosen.
- 20 5. A fusing device (1) for a printing press, having a heating  
device (3) for heating a toner on a print material (5), comprising: a cooling device  
(10), and a control unit for adjustably cooling a print image wherein the gloss of  
the print image is adjusted.
- 25 6. A toner for a printing press, carrying out the method  
according to Claim 1, wherein the toner includes 1% to 30% aliphatic  
hydrocarbons, aliphatic acids, aliphatic alcohols or their salts or olefinic  
hydrocarbons.
- 30 7. The toner for a printing press according to Claim 6, wherein  
the toner includes 5% to 25% of the aliphatic hydrocarbons, aliphatic acids,  
aliphatic alcohols or their salts, or the olefinic hydrocarbons.

8. The toner for a printing press according to Claim 7, wherein the toner includes 10% to 20% of the aliphatic hydrocarbons, aliphatic acids, aliphatic alcohols or their salts, or the olefinic hydrocarbons.

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9. The toner according to Claim 6, wherein the toner includes 15% to 25% of the aliphatic hydrocarbons, aliphatic acids, aliphatic alcohols or their salts, or the olefinic hydrocarbons.

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10. The toner according to Claim 6, wherein the toner includes at least a resin, particularly a polyester resin.

11. The toner according to Claim 6, wherein the toner includes at least a pigment or a dyestuff.

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12. The toner according to Claim 6, wherein the toner includes at least a material for forming an electrical charge.

13. The toner according to Claim 6, wherein the toner contains at least a flow expedient or a solvent.

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14. The toner according to Claim 6, wherein the toner has the value of an elastic module  $G'$  at a reference temperature value, computed from the initial temperature at the start of the glass transition of the tones plus  $50^{\circ}\text{K}$ , i.e.,  $(G'(\text{reference temperature value})/G'(\text{reference temperature value} + 50^{\circ}\text{K}))$  of less than  $10^{-5}$ .

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